



Coastal Community and Schools Foundation team up to end child poverty

For Immediate Release

Nanaimo – August 22, 2012: Vancouver Island & the Gulf Islands, BC CANADA- Coastal Community Credit Union and the Nanaimo-Ladysmith Schools Foundation (NLSF) are pleased to announce their partnership in raising funds for the foundation's *Stock the Lockers* campaign. This year's goal for the campaign is \$50,000, and Coastal Community is offering its support in a variety of ways to ensure that happens.

Employees from Coastal Community's Southgate location have committed to making a unique sacrifice if they can raise \$3,000 in eleven days – by August 31. Greg Scott, Ian MacCaskell, Sean Irvine and David Bitonti have offered to shave their heads bald if the goal is reached. This will help Coastal Community employees reach their goal to raise \$5,000 by September 6.

To ensure the Fabulous Four can go home with new haircuts on August 31, Coastal Community is asking its members and employees to stop by any Nanaimo Coastal Community Credit Union location to make a donation so all Nanaimo students can go to school with the supplies they need to kick off the school year right.

Coastal Community's Harbourfront location is also participating in the efforts by challenging all downtown Coastal Community employees to raise money for the cause, and setting a steep goal of \$2,500 raised through that location by September 6. The Harbourfront branch will also host the official Stock the Locker's wrap-up event on September 6 at Diana Krall Plaza, which will be a barbeque fundraiser starting at 11 a.m.

Funds raised from the *Stock the Locker* campaign go to the purchase of school supplies and to help provide necessities for needy students throughout the year through the Foundation's Student Support Fund. Coming to school prepared with a backpack, binders and pencils empowers vulnerable students who may not any supplies at the start of the year.

Child poverty continues to remain a major issue in our community with the Nanaimo-Ladysmith school district repeatedly ranking among the highest in British Columbia in terms of poverty-stricken students. Food bank usage is consistently high and many families are struggling to make ends meet. The NLSF Student Support Fund was created three years ago to get funds directly to school principals, teachers and counselors to assist vulnerable students. The head-shaving event will take place at the Southgate branch, 111 - 50 Tenth Street, at 3 p.m. on August 31. All donations must be made by noon on that day. Tax receipts will be issued for donations over \$20.

"We are thrilled to have the Coastal Community locations be involved in Stock the Lockers in a big way this year," said Erin van Steen, Executive Director, NLSF. "Coastal Community has been a strong supporter of many of the Foundation's programs and seeing the level of engagement from the staff for our biggest campaign of the year is amazing, as the funds raised will be going to students in need in our community."

"Together, we are acting collaboratively with Nanaimo-Ladysmith Schools Foundation to ensure students who might not otherwise have their needs met get everything they require to start a successful school year," said Greg Scott, head-shaver and Southgate Branch Manager. "With the head-shaving event, we are adding an element fun in dealing with the very serious issue of child poverty."



COASTAL
COMMUNITY

TOGETHER, LET'S DO
GREAT THINGS



Nanaimo - Ladysmith
Schools Foundation

"Helping our Students Reach for Tomorrow"

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CREDIT UNION | INSURANCE | INVESTMENTS | BUSINESS SERVICES

Locations are as follows:

Bowen Branch

2350 Labieux Road

Hammond Bay Branch

6365 Hammond Bay Road

Harbourfront Branch

111 - 59 Wharf Street

Southgate Branch

111 - 50 Tenth Street

Nanaimo-Ladysmith School Foundation

The Nanaimo-Ladysmith School Foundation raises funds and works in partnership with teachers, administrators and counselors in School District 68 to deliver support programs that better the lives of students in need. Supplies and programs that are not covered by the school board budget are supplemented through the Foundation Coastal Community Credit Union

About Coastal Community Credit Union

For over 60 years, the satisfaction and happiness of Coastal Community's members and clients have been our bottom line. That's why we've grown to be the largest financial services organization based on Vancouver Island and the Gulf Islands. With more than 80,000 members, 625-plus employees and over \$2.1 billion in assets under administration, Coastal Community offers caring and helpful service integrated across an extensive network of personal banking, insurance*, investment and business services centres. Our members also have access to The Exchange® Network, with more than 2,300 no-fee ATMs in Canada. We've been named one of Canada's Top 50 Best Employers two years in a row, and we are passionate about building stronger relationships to improve financial health, enrich people's lives and build healthier communities. Visit us on the web at cccu.ca.

*Insurance services provided through Coastal Community Insurance Services (2007) Ltd

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